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TO: Examiner Almari Del Carmen Romero   **FROM:**   Robert H. Frantz
U.S. Patent and Trademark Office   Franklin Gray Patents, LLC
GAU 2176
Tel: 703-305-5945   Tel: 405-812-5613
Fax: 703-746-7239   Fax: 405-440-2465

                                                                                    7/23/03

DATE: July 23, 2003

PAGES: 3 (inclusive)

PROPOSED AMENDMENT
PLEASE DELIVER DIRECTLY TO EXAMINER

In re the Application of:	)	
John W. Dunsmoir	)	Group: 2176
Serial No. 09/435,004	)	Examiner: Almari Del Carmen Romero
Filed: 11/05/1999	)	
Docket: AT9-99-561	)	
For: "Method and System for Producing	)	
Dynamic Web Pages"	)	

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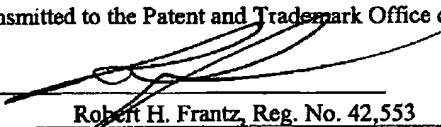
                                   Robert H. Frantz, Reg. No. 42,553

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July 23, 2003   7/23/03

Examiner Almari Del Carmen Romero
United States Patent and Trademark Office
GAU 2176

Re.:   **Request for Telephone Interview in Patent Application 09/435,004 With Respect to Your
        Official Action of 07/08/2003**

Dear Examiner Romero,

        We would like to request a telephone interview of 30 minutes or less on Wednesday, August 13,
2003, at 2:00 PM (Eastern) according to your availability and convenience. If this time or day is not
convenient for you, please propose an alternate time and date. During our discussion, we would like to
discuss the following items as a reply and proposed amendment to your Office Action on 07/08/2003.

Proposed Amendment for Discussion

        We have described a process which extracts a layout from a base web page such as an existing
web page. It is not dependent on the tools or methodology used to originally develop the web page, but
rather "extracts" the layout definition tags in the page to create a template from the base page. This
allows the content of a page to be exchanged for alternate content, while maintaining the same layout or
"look and feel" of the original page, without the need for any special or proprietary web site
development tools which may create their own types of formats.
        Our method of extraction of a template from an existing web page is shown in Figures 6, 7, and
8, along with the accompanying disclosure for those figures. Which format tags are mapped and which
tags are not mapped is controlled by a system dictionary.
        The cited patents do not disclose or suggest extraction and mapping in this way, but rather create
or use templates which are generated through other processes such as a proprietary user interface which
allows a user (a developer) to specify what portions of a template are required portions, what portions
are optional portion, etc. This appears to us to be a manually controlled process as the decisions are not
enabled by any automated data information disclosed in the patents.
        During our telephone interview, we would like to discuss a proposed amendment to the broadest
claims which would adopt the steps of extraction we have disclosed, such as:

Claim 1 (proposed amendment - *italicized* text presented for reference only and will not appear in formal amendment):

The method of producing dynamic web page content for transmission on a computer network, comprising the steps of:

creating entries in a system dictionary for each type of layout definition to be mapped *(Fig. 6, step 113)*;

receiving at least one web page portion, said web page portion comprising static layout definitions and static content definitions;

extracting said layout definitions from said web page portion by parsing to find existing layout definitions according to said system dictionary *(Fig. 8, step 152)*;

creating at least one layout template web page from said extracted layout definitions; and

mapping alternate web content into said layout template web page by replacing extracted layout parameters with new alternate content *(Fig 8, steps 154 and 161)*, thereby creating at least one web page portion containing said alternate content.

Summary

We believe that the proposed amendment presents limitations not taught or suggested by the cited references. During our telephone interview, we would like to answer any questions you may have and consider any changes or amendments you may have to suggest.

Best Regards,
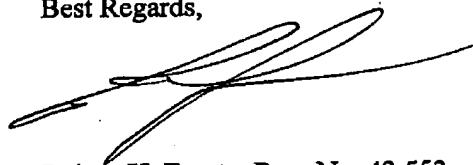
Robert H. Frantz, Reg. No. 42,553
Agent for the Applicant
Tel.: (405) 812-5613
Fax: (405) 440-2465
e-mail: rfrantz@franklingray.com